

Surrey Heath Muslim Association Privacy Policy

Last updated: 28 December 2019

Our members are at the centre of everything we do at the Surrey Heath Muslim Association (SHMA). So, as well as providing you with great value and excellent service, we're committed to protecting your privacy.

When we refer to the SHMA, we, us or our in this privacy policy we refer to the Surrey Heath Muslim Association (registered address: Unit 22045, PO Box 6945, London, W1A 6US).

This privacy policy is for members of the SHMA and supplements other privacy notices we might provide to you – it doesn't replace them.

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1 Our Contact Details

If you have any questions about the way we handle your personal information, please get in touch and we'll do our best to help you:

Email: committee@shma-uk.org

Write to us at: Chairman, Surrey Heath Muslim Association, Unit 22045, PO Box 6945, London, W1A 6US

If you have any data protection complaints, you're able to contact the Information Commissioner's Office (ICO) (www.ico.org.uk). We'd like to try and help with any concerns you may have before you

contact the ICO, so please get in touch with us in the first instance.

2 Why do we have a privacy policy?

We'll collect certain personal information from you when you use our services, website, write to us or call us.

The purpose of our privacy policy is to let you know:

- how and why we collect your personal information;
- how we use and disclose your personal information (and to whom);
- how we protect your personal information; and
- your legal rights and how the law protects you.

3 Changes to our privacy policy

If we make any changes to our privacy policy, we'll post changes on our website and then we'll write to you to let you know.

4 Dealing with your personal information

4.1 Collecting your personal information

What will we collect?

We collect certain personal information from you, which may include information which might identify you. It does not include data where the identity has been removed (anonymous data).

The information we collect includes:

- **Personal data** (your name, your husband/wife name, your children's names and the dates of birth of all individuals);
- **Contact data** (your name, email address, postal address, phone number, and any other relevant information we need in order to contact or identify you);
- **Financial data** (your bank account and payment details relating to the services you receive from the SHMA);
- **Technical data** (internet protocol (IP) address, your login data (if we've supplied login data to you), browser type and version, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our website or when using our mobile apps. We track technical data

by using cookies (see [section 5](#) below for more details on cookies);

- **Usage data** (information about how you use our website, mobile apps and services); and
- **Marketing and communications data** (your preferences in receiving marketing from us and your communication preferences).

We also use aggregated data, in order to improve our operations and ensure we are providing you with the best service possible. All aggregated data is anonymised and doesn't reveal your identity.

It is really important that the personal data we hold about you is up to date, so please let us know if your personal data changes at any time.

When will we collect it?

We collect certain personal information from and about you when you sign-up to join the SHMA and when you get in contact with us or use our website and mobile apps or as part of providing our services to you.

We may also monitor and record any communications we have with you, including phone calls and emails, to make sure we are providing an excellent service to our members.

4.2 Storing your personal information

We store personal information both electronically and in paper form and the SHMA implements security processes to protect the personal information we hold. We keep personal information about members while they are members of the SHMA and may also keep it beyond their membership if this is necessary. Our record retention schedule sets out how long we keep information about members.

4.3 Using your personal information

We'll only use your personal information where we're allowed to by law. Generally, this will be under one or more of the following circumstances:

- to perform our contract, we have or will have with you;
- it's necessary for us to run the Association and give you the best possible service;
- where we need to comply with a legal or regulatory obligation; and/or
- for marketing purposes where you have agreed to us using your personal data, see the "Marketing Information" section below for more information.

For more details on how we use your personal information see the table in [section 6](#) of this privacy policy.

Contacting you

We'll contact you by the method you have asked us to contact you. If you have provided a phone number as contact method then this will be used to keep in touch with you by phone call, text message or WhatsApp message.

Note that if you chose to receive WhatsApp alerts from SHMA then your number will be added to the SHMA WhatsApp group. You should be aware that due to the nature of the WhatsApp service, any personal data that you have provided to WhatsApp will become available to be seen and used by other members of the SHMA WhatsApp group. The SHMA has no control over this. Details of the WhatsApp Privacy Policy can be found at <https://www.whatsapp.com/legal/#privacy-policy>.

Marketing information

When you provide your personal information to us, we'll give you the chance to choose whether you'd be happy for the SHMA to contact you with marketing information. If you choose to be contacted by the SHMA, we may use your identity, contact, usage and profiled data to tell you about exciting new services and events organised by the SHMA and/or our partners.

We will not sell or provide any data that we hold about you to other third parties for marketing purposes. However, in some cases we may need to confirm that you are a member of the SHMA should you decide to take advantage of any promotional discounts or offers that are offered by third parties to active SHMA members.

If you decide you want to change or opt-out of receiving marketing communications you can contact us via the addresses shown in [Section 1](#), Our Contact Details.

Please note: This won't affect any marketing information that we may have sent you before we've received and processed your marketing preferences.

We'll contact you to remind you that you can update your preferences for receiving marketing information, or if you haven't told us what your preferences are, we might get in touch to find out. If you ask us to delete your details, we'll keep them on our 'Do Not Contact' register to make sure we do not contact you in the future.

4.4 Disclosing your personal information

We may allow the following types of organisations to use personal information we hold about you for the purposes set out in section 6 below, including:

- **service providers** who provide services to enable the SHMA to meet its obligations to you for example to enable us to provide our funeral services.
- **marketing agencies** to provide you with information about our services and events which may be of interest to you (provided you've given your consent) and to help manage any reward or loyalty schemes that we choose to run;
- **debt collection agencies.**
- **professional advisers** such as lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services;
- **regulators and other authorities based in the UK** who we need to report to about what we're doing with your personal data in certain circumstances;
- **safeguarding services** with whom we may need to share your personal information if we suspect that there may be safeguarding concerns about yourself or to vulnerable person are within your family. We will not tell you about this beforehand and will take steps to share only that personal information which is necessary for safeguarding purposes.
- **Legal entities** where the SHMA is legally required to, we may share personal information with the police for the purposes of preventing or detecting a crime or fraud.

Any third parties who only process data on our behalf will not use your personal data for their own purposes and we only permit them to use it in accordance with our instructions and the law.

Disclosing information outside the EU

Sometimes the organisations listed above may be outside the European Economic Area (EEA), so we may pass your personal information to countries that do not have the same standards or protection for personal information as the UK. If we, our agents or our service providers do this, we'll always make sure that these organisations adequately secure your personal information.

4.5 Protecting your personal information

We follow strict security procedures to protect your personal information. This includes following certain guidelines (for example, checking your identity when you phone us).

We strongly recommend that you do not disclose any SHMA login details (where we have supplied these to you) to anyone.

From time to time, our website may provide hypertext links to sites which are created by individuals and companies outside of the SHMA. We do this if the site is relevant to the topic you're reading about. Whilst we always try to check that the content of these sites is suitable, we cannot take any responsibility for the practices of the companies who publish the sites that we link to, or the accuracy or relevance of the content on them.

4.6 How long we'll use your personal information

We'll only retain your personal information for as long as necessary and for the reason we collected it, including for any legal requirements we have to comply with.

When deciding on how long to retain your personal information for, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorised use or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve those purposes through other means, and any applicable legal requirements.

Details of retention periods for different aspects of your personal information are available in our retention policy which you can request by contacting us.

In some circumstances we may anonymise your personal information (so that it can no longer be associated with you) and use this indefinitely, without further notice.

4.7 Your legal rights

You have various rights in relation to your personal information. These rights are as follows:

- request access to your personal information - you can request a copy of the personal information we hold on you;
- request correction of your personal information - if any personal information

we hold on you is incorrect, you can request to have it corrected;

- request erasure of your personal information - you can ask us to delete your personal information in certain circumstances;
- object to processing or restrict processing of your personal information - you may object to our processing of your personal data in certain circumstances;
- request the transfer of your personal information - to provide you, or a third party you have chosen, with your personal information; and
- withdraw consent where we're relying on consent to process your personal information - if you withdraw your consent, we may not be able to provide certain products or services to you. We'll advise you if this is the case at the time you withdraw your consent.

To exercise your rights in relation to your personal information, please contact us via the addresses shown in [Section 1](#), Our Contact Details.

You are able to exercise your rights free of charge, but if you make unfounded, repetitive or excessive requests, we may charge you to carry these out or refuse to act on such requests.

We'll try to respond to all requests within one month. If your request is complex or if you make lots of requests, we may extend our time to respond – if this is the case, we'll let you know.

5 SHMA's use of cookies

5.1 What are cookies?

A cookie is a piece of information stored in a small file which is sent to and from web pages. They can be used to identify that you've visited websites before and some will be stored on your computer by your web browser. For full details on our Cookie Policy please contact us via the addresses shown in [Section 1](#), Our Contact Details.

6 Personal data processing activities we carry out

We (and our agents) may use your personal information to:

Activity	Type of data	Lawful basis
Provide our services to you, including: <ul style="list-style-type: none"> registering you as a member manage payments and charges collect and recover money owed to us 	<ul style="list-style-type: none"> Personal data Contact data Financial data Technical data Marketing and communications data 	<ul style="list-style-type: none"> Performance of our contract with you Necessary for us to run the Association (e.g. to recover debts due to us) Consent (e.g. to use data for marketing purposes)
Carry out internal processes related to providing our services to you	<ul style="list-style-type: none"> Personal data Contact data Financial data Technical data Marketing and communications data 	<ul style="list-style-type: none"> Necessary for us to run the Association and provide services to you Consent (e.g. to use data for marketing purposes)
Contact you and your family members to see if you would like any help if you've started but not finished signing up to become a member.	<ul style="list-style-type: none"> Personal data Contact data Technical data 	<ul style="list-style-type: none"> Necessary for us to run the Association and provide assistance to you
Provide you with incentives or run a loyalty scheme	<ul style="list-style-type: none"> Personal data Contact data Financial data Technical data Marketing and communications data 	<ul style="list-style-type: none"> Consent Necessary for us to run the association (to study how members use our services, to develop them, to grow the Association and to inform our marketing strategy)
Send information to you about goods or services that may be of interest to you	<ul style="list-style-type: none"> Personal data Contact data Marketing and communications data 	<ul style="list-style-type: none"> Consent Necessary for us to run the Association (to grow and market the Association)
Create internal reports or profiles to analyse information for forecasting and marketing purposes	<ul style="list-style-type: none"> Personal data Contact data Financial data Technical data Marketing and communications data 	<ul style="list-style-type: none"> Necessary for us to run the Association (to study how members use our services, to develop them, to grow the Association and to inform our marketing strategy)

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Activity	Type of data	Lawful basis
Contact you for suggestions on how we can improve the way we provide our services to you (e.g., we may ask you to complete a survey)	<ul style="list-style-type: none"> ▪ Personal data ▪ Contact data 	<ul style="list-style-type: none"> ▪ Necessary for us to run the Association (to study how members use our services and to ensure we provide you with the highest level of service)
Help train our staff, including using your calls and emails as part of our quality monitoring and training processes	<ul style="list-style-type: none"> ▪ Personal data ▪ Contact data and details of your calls (including any recordings) 	<ul style="list-style-type: none"> ▪ Necessary for us to run the Association (in order to train our trustees, volunteers and staff to provide you with the highest level of service)
Using data analytics to improve our website, mobile apps, services, marketing, customer relationships and experiences	<ul style="list-style-type: none"> ▪ Technical data ▪ Usage data 	<ul style="list-style-type: none"> ▪ Necessary for us to run the Association (to define types of members for our services, to keep our website and mobile apps updated and relevant, to develop the Association and to inform our marketing strategy)
To administer and protect the Association and to manage and protect our website and mobile apps (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	<ul style="list-style-type: none"> ▪ Personal data ▪ Contact data ▪ Technical data ▪ Financial data ▪ Usage data ▪ Marketing and communications data 	<ul style="list-style-type: none"> ▪ Necessary for us to run the Association (for running the Association, provision of administration and IT services, network security, to prevent fraud) ▪ Necessary to comply with any legal obligation